

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
23 June 2005 (23.06.2005)

PCT

(10) International Publication Number  
**WO 2005/057375 A3**

(51) International Patent Classification:  
**G07F 17/00** (2006.01)

(21) International Application Number:  
PCT/US2004/041395

(22) International Filing Date:  
9 December 2004 (09.12.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/527,987 9 December 2003 (09.12.2003) US

(71) Applicant (for all designated States except US):  
**WALKER DIGITAL, LLC** [US/US]; Suite 128, 1177  
High Ridge Road, Stamford, CT 06905 (US).

(71) Applicants and

(72) Inventors: **WALKER, Jay, S.** [US/US]; 260 Oscaleta  
Road, Ridgefield, CT 06877 (US). **BREITENBACH,  
Paul, T.** [US/US]; 33 Hillbrook Road, Wilton, CT 06897  
(US). **TEDESCO, Daniel, E.** [US/US]; Two Arden Lane,  
Huntington, CT 06484 (US). **GELMAN, Geoffrey, M.**  
[US/US]; 1134 HBS Student Mail Center, Boston, MA  
02163 (US). **TEDESCO, Robert, C.** [US/US]; 1951  
Congress Street, Fairfield, CT 06824 (US).

(74) Agents: **ALDERUCCI, Dean, P.** et al.; Walker Digital  
Management, LLC, Five High Ridge Road, Stamford, CT  
06905 (US).

(81) Designated States (unless otherwise indicated, for every  
kind of national protection available): AE, AG, AL, AM,  
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,  
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,  
PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM,  
TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM,  
ZW.

(84) Designated States (unless otherwise indicated, for every  
kind of regional protection available): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,  
FR, GB, GR, HU, IE, IS, IT, LT, LU, MC, NL, PL, PT, RO,  
SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,  
GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- before the expiration of the time limit for amending the  
claims and to be republished in the event of receipt of  
amendments

(88) Date of publication of the international search report:  
13 April 2006

For two-letter codes and other abbreviations, refer to the "Guid-  
ance Notes on Codes and Abbreviations" appearing at the begin-  
ning of each regular issue of the PCT Gazette.

(54) Title: MARKETING SYSTEM EMPLOYING VENDING MACHINES

(57) Abstract: According to an embodiment, a device provides an offer, via an interface (130) at a vending machine (100), for a benefit in exchange for an email address. An email address is received via the interface (380). After receiving the email address, a promotional message (260) is transmitted to the received email address.



WO 2005/057375 A3